

Method 1 - Babbitt Score

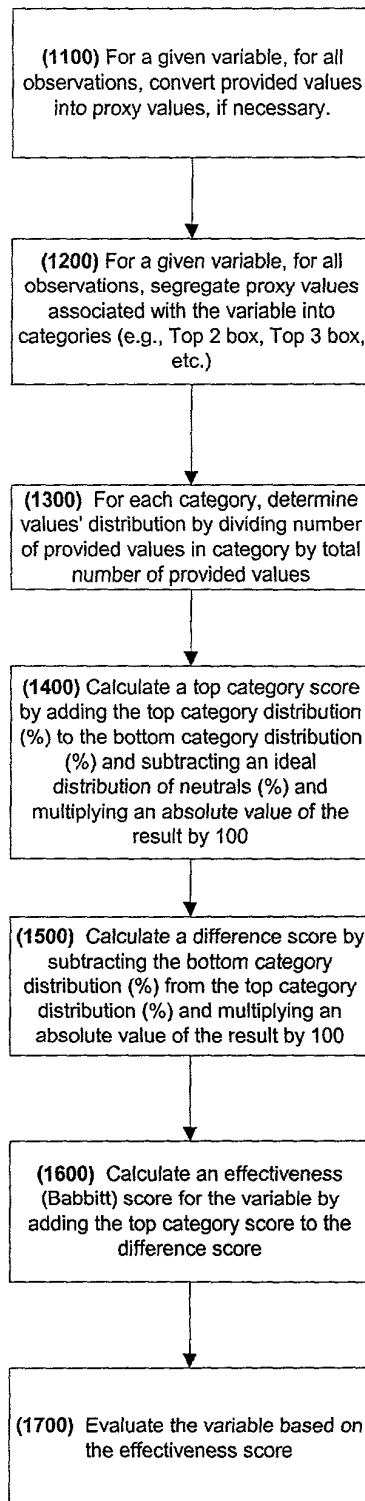


Fig. 1

Method 2 - Bestfit Clustering

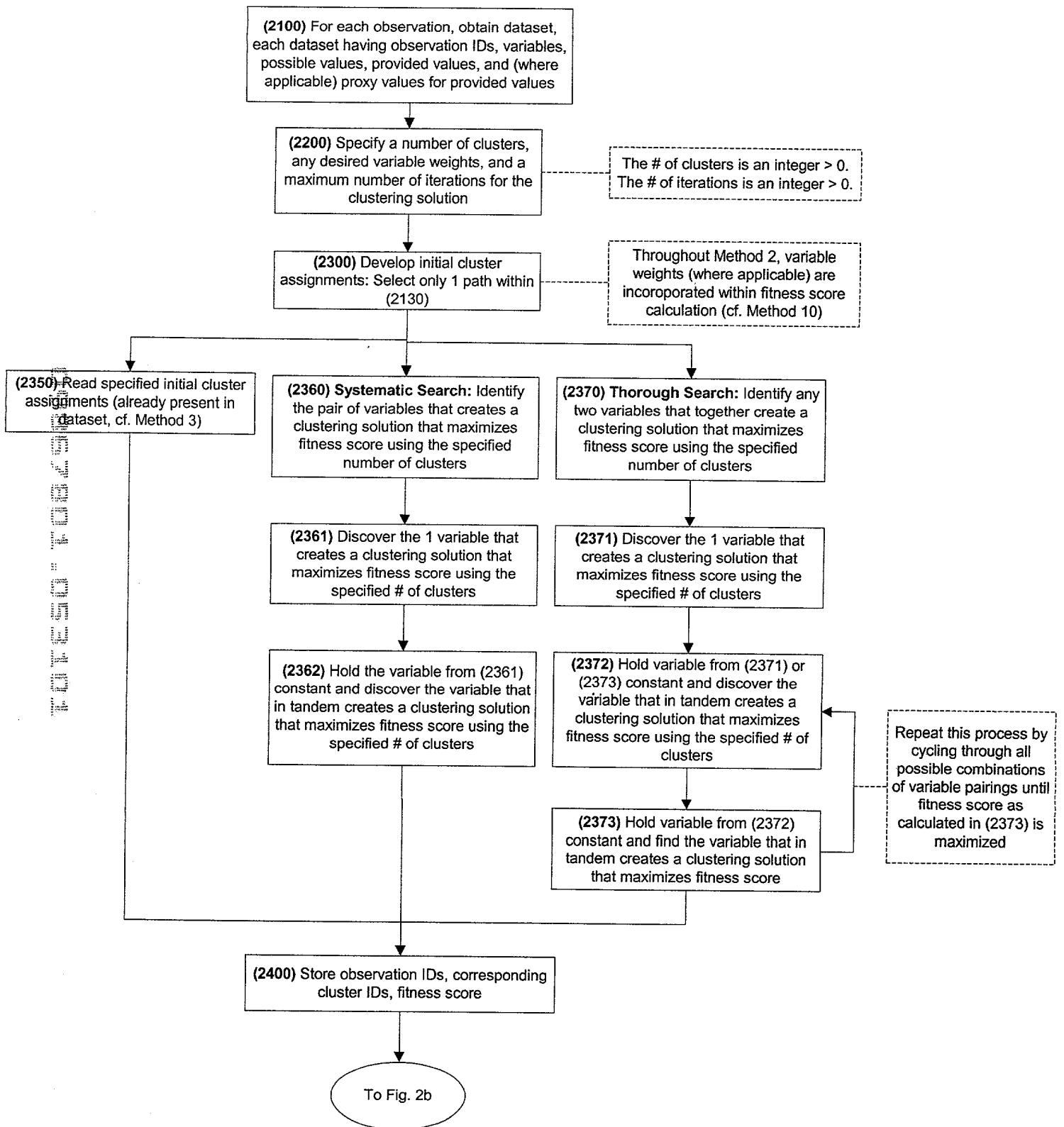
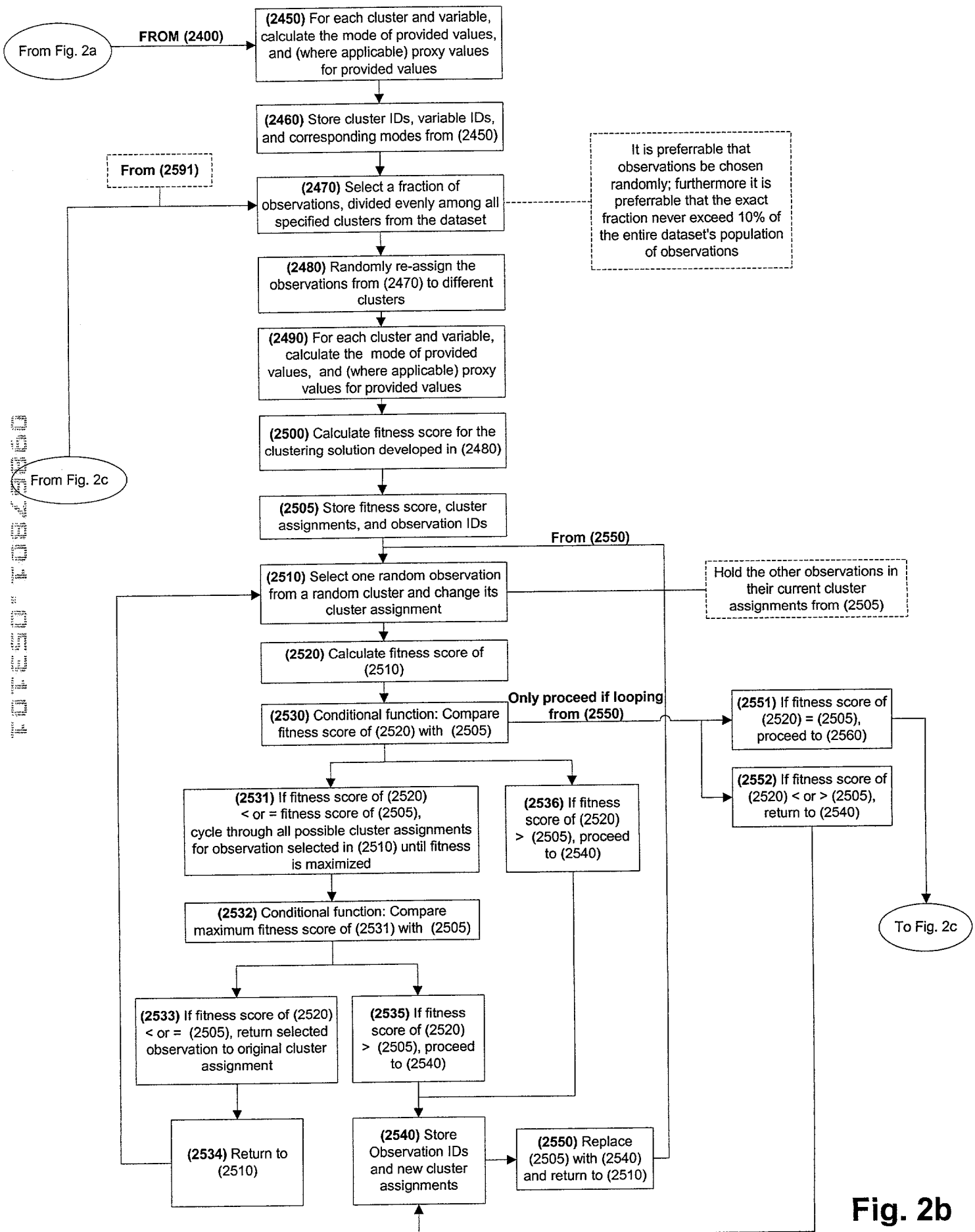


Fig. 2a

Method 2 - Bestfit Clustering - Continued



It is preferable that observations be chosen randomly; furthermore it is preferable that the exact fraction never exceed 10% of the entire dataset's population of observations

Fig. 2b

Method 2 - Bestfit Clustering - Continued

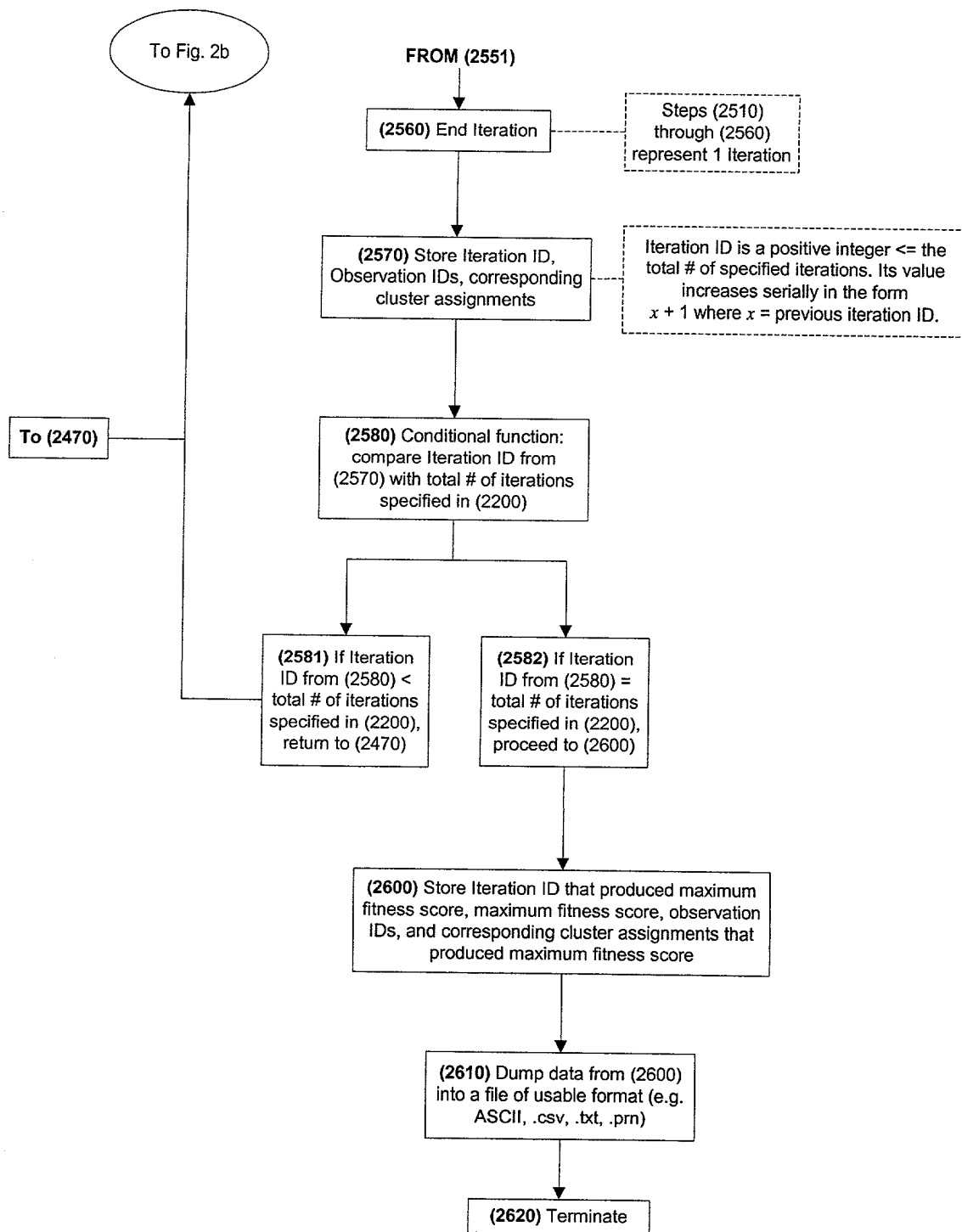
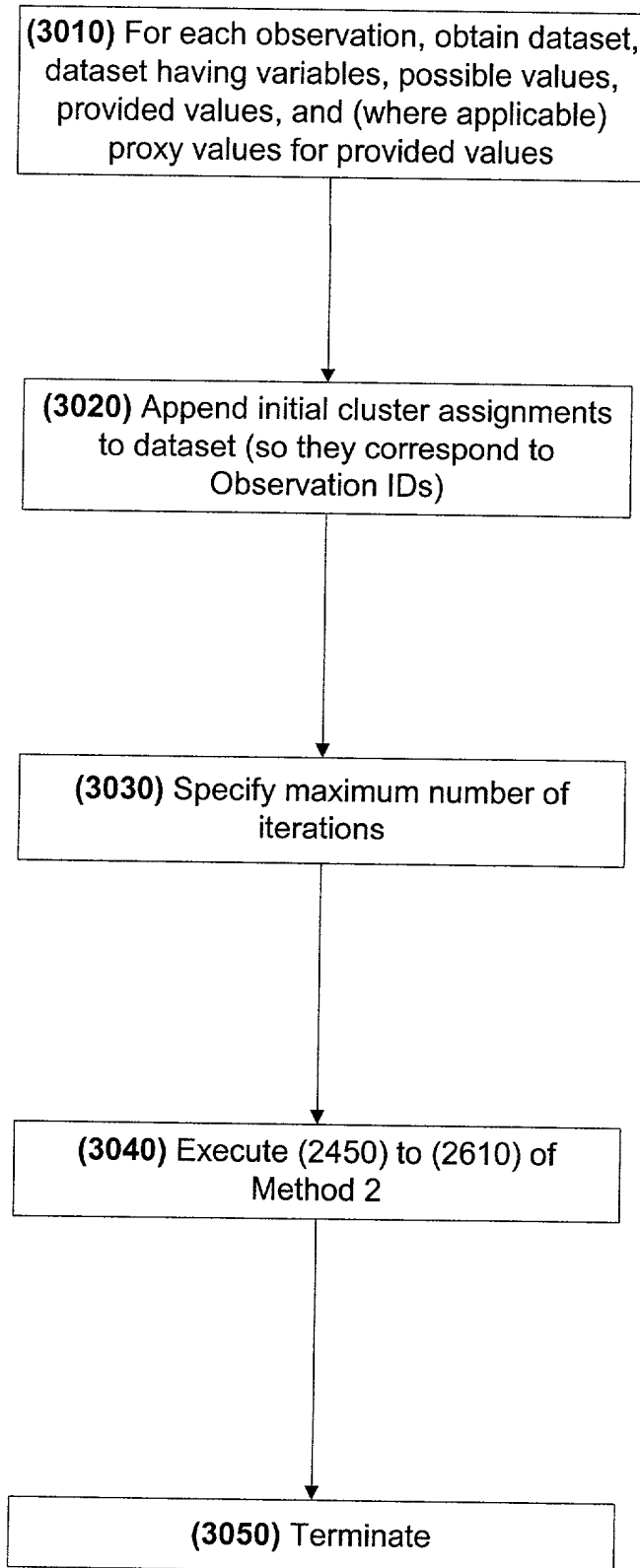


Fig. 2c

Method 3 - Champion/Challenger Clustering Refinement



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Fig. 3

Method 4 - Composition Analysis

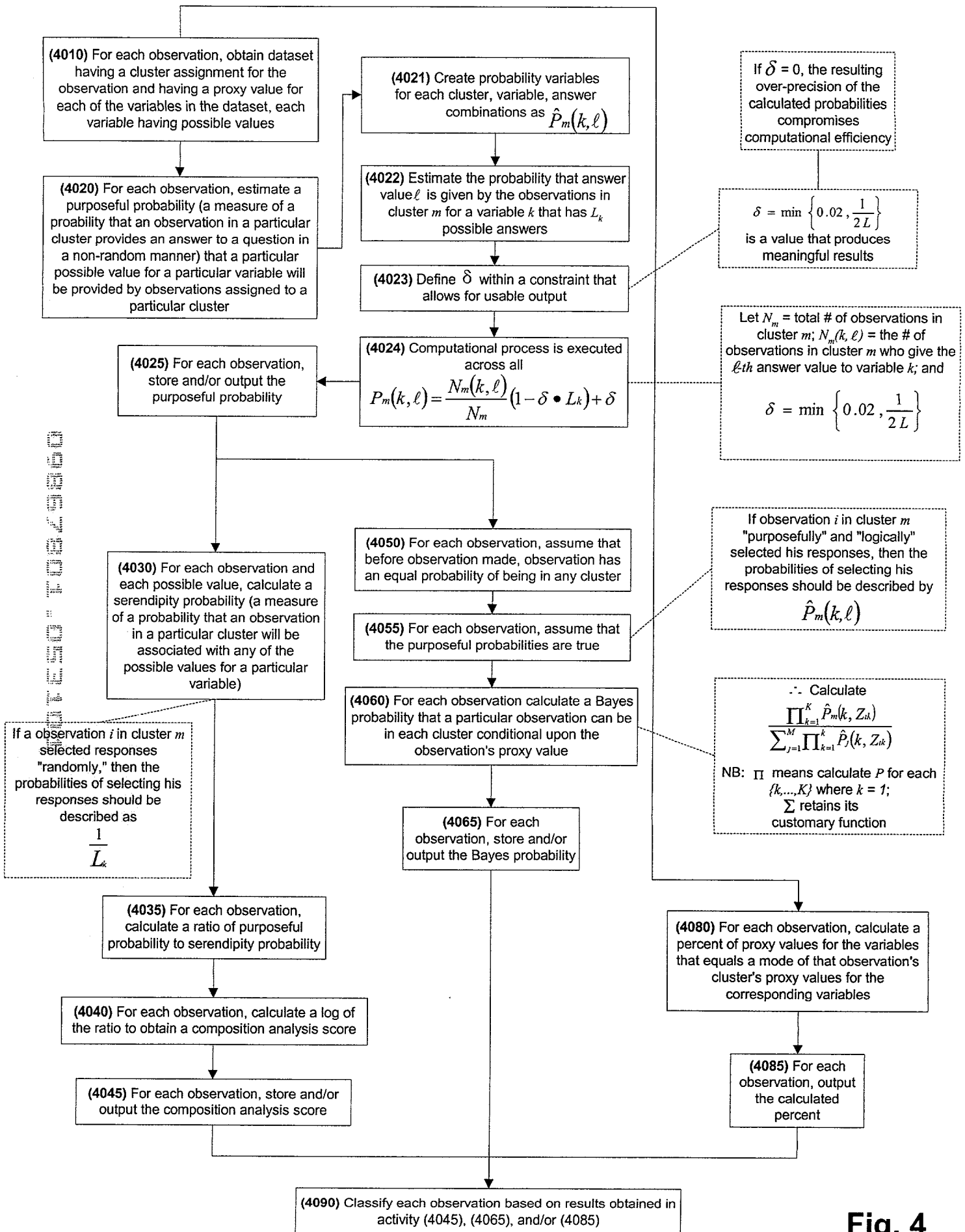


Fig. 4

Method 5 - Segmentation-on-the-Fly

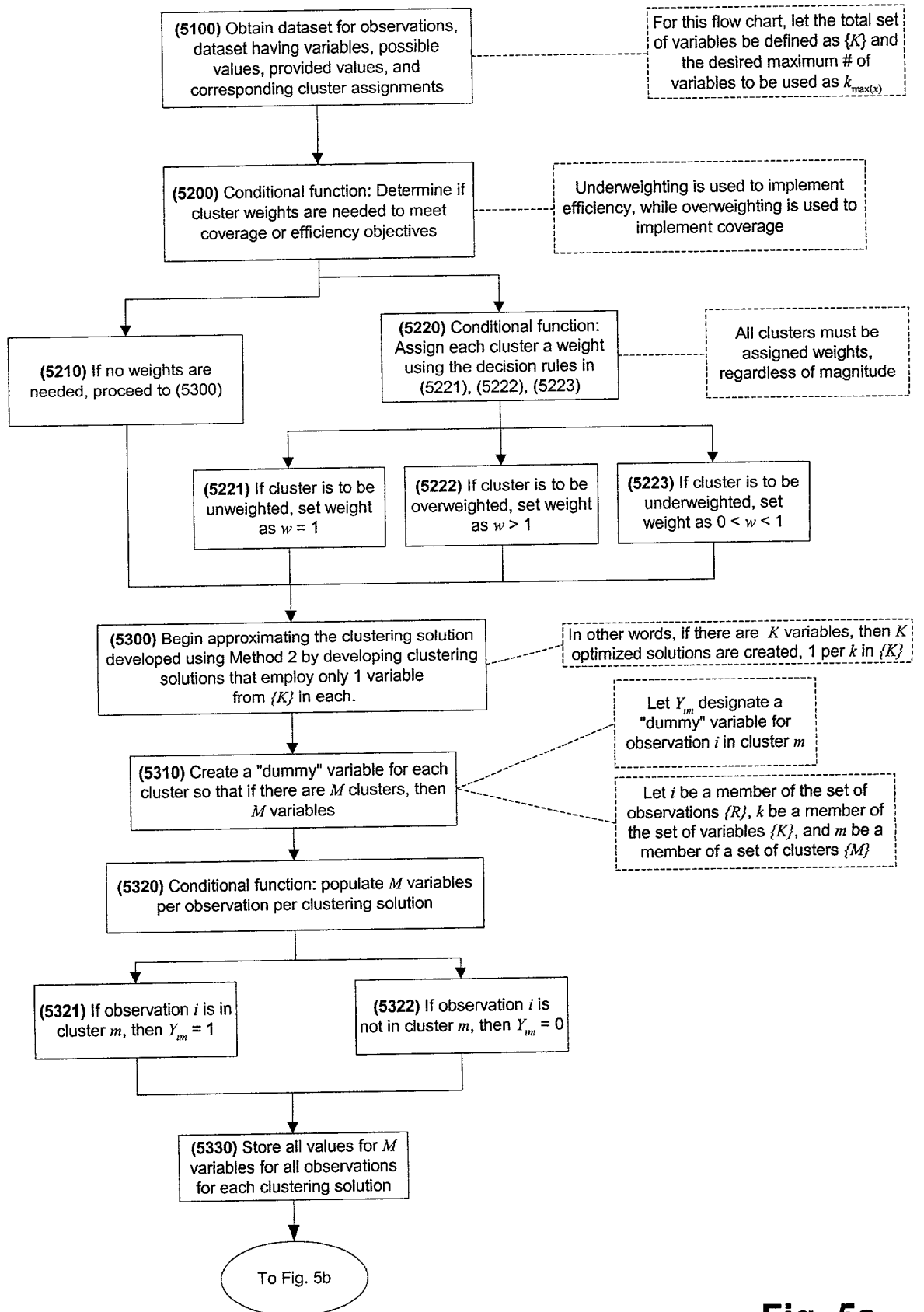


Fig. 5a

Method 5 - Segmentation-on-the-Fly - Continued

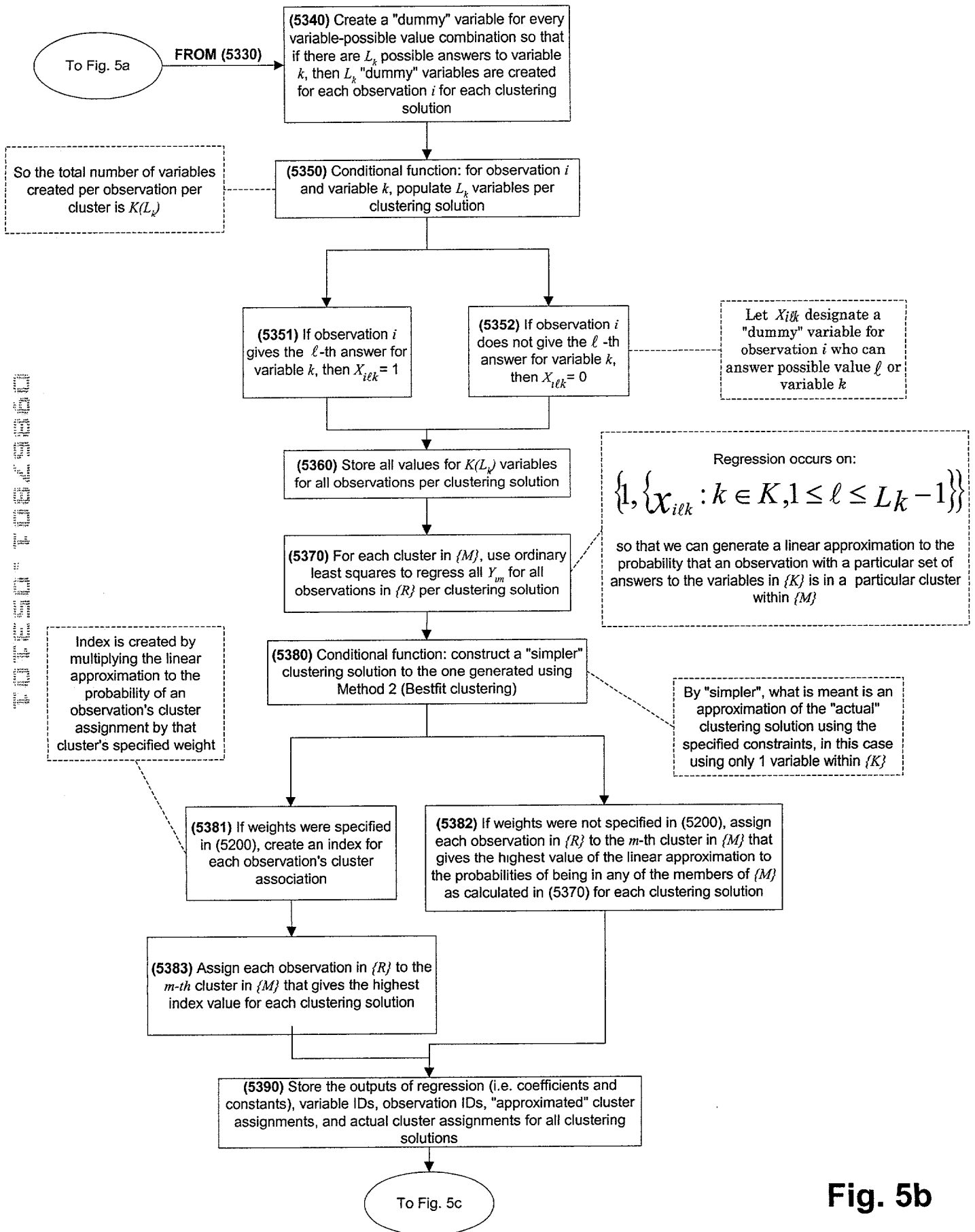


Fig. 5b

Method 5 - Segmentation-on-the-Fly - Continued

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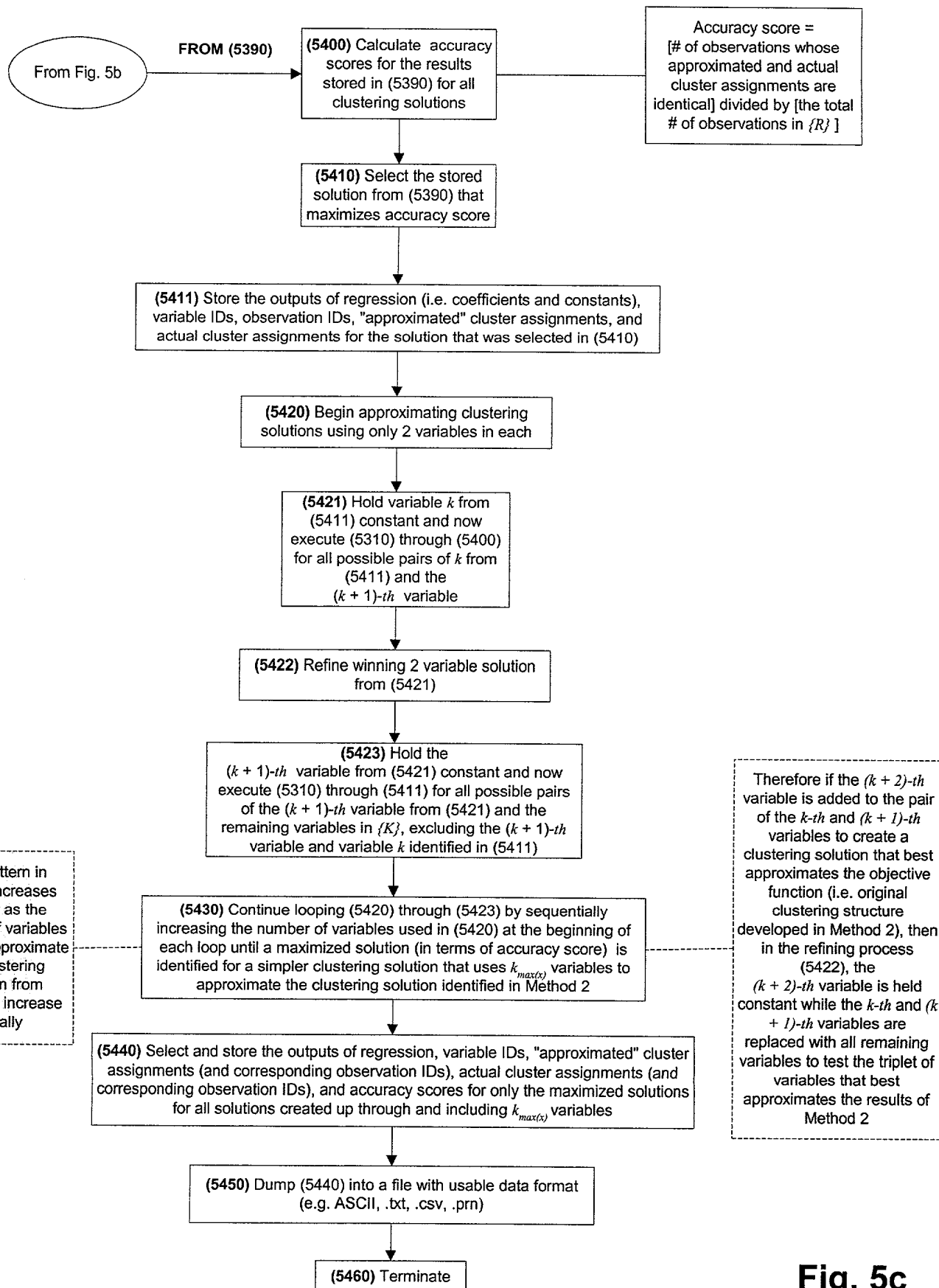


Fig. 5c

Method 6 - Behavioral Segment Scoring

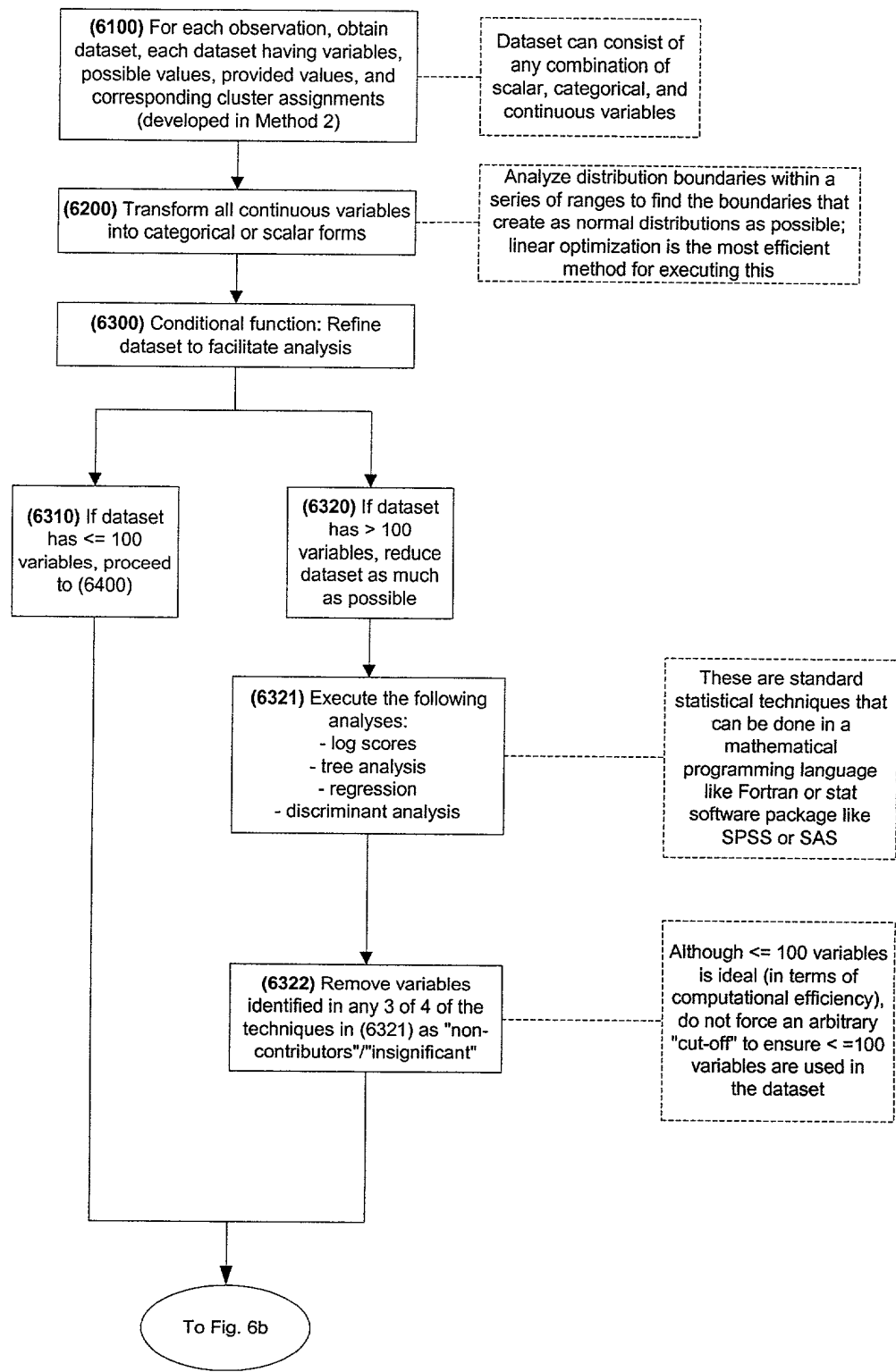


Fig. 6a

Method 6 - Behavioral Segment Scoring - Continued

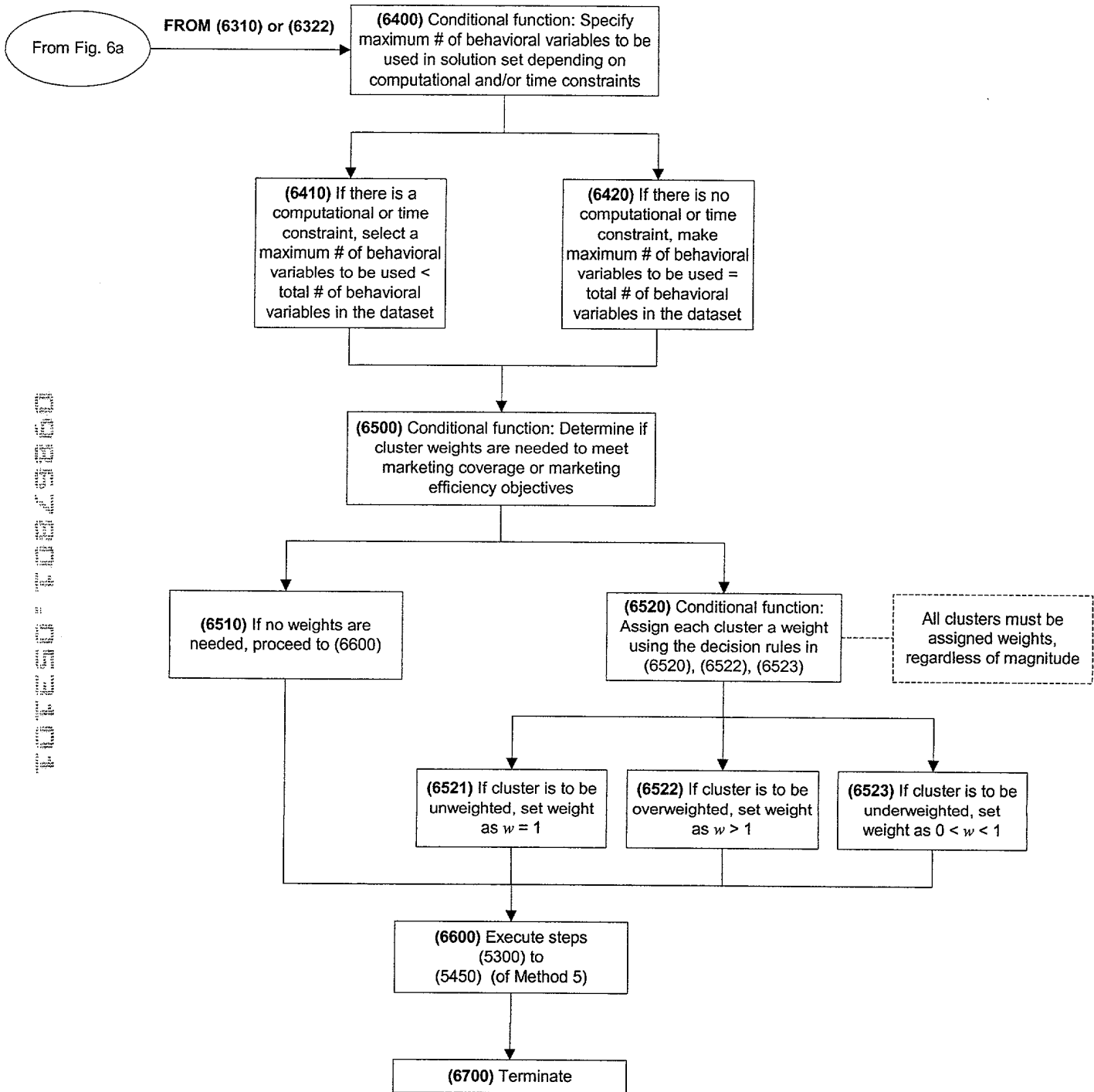
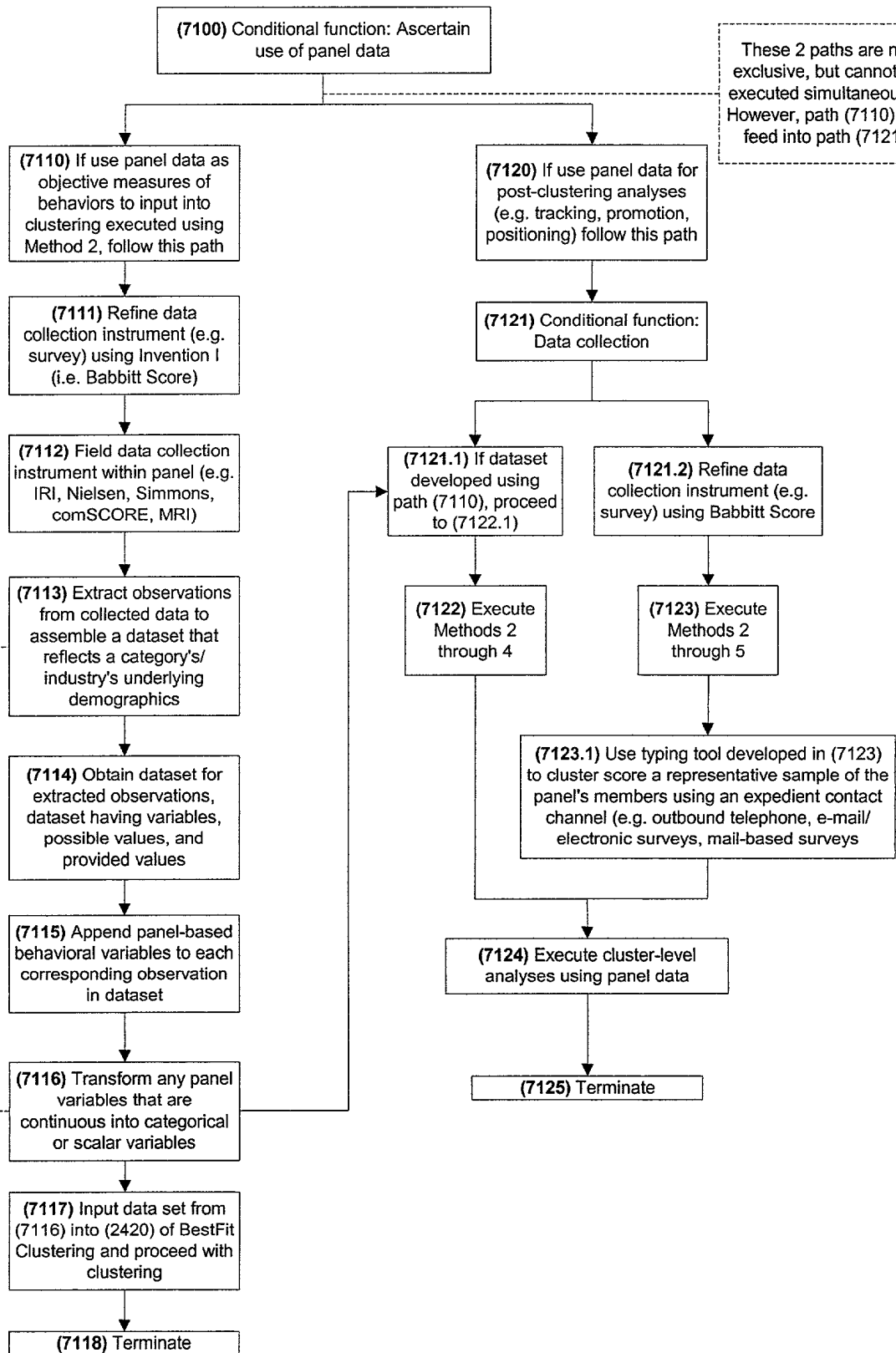


Fig. 6b

Method 7 - Panel Analysis



These 2 paths are not exclusive, but cannot be executed simultaneously. However, path (7110) can feed into path (7121).

This is needed to ensure that the clustering solution developed using this dataset is truly representative of a market/industry and just the function of an idiosyncratic group of the overall population

Analyze distribution boundaries within a series of ranges to find the boundaries that create as normal distributions as possible; linear optimization is the most efficient method for executing this

Fig. 7

Method 8 - Overall Segment-Based Marketing Process

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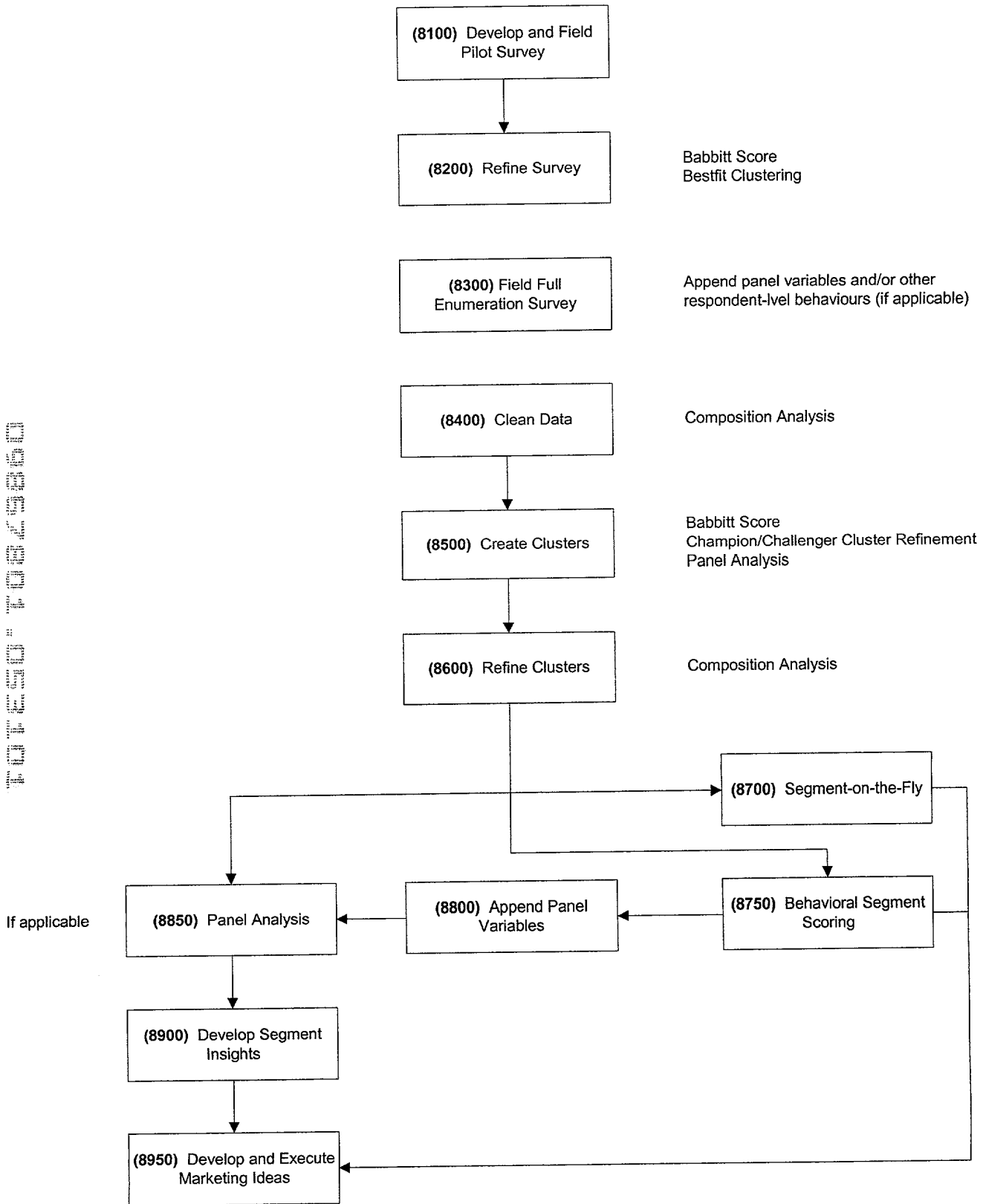


Fig. 8

Information Device 9

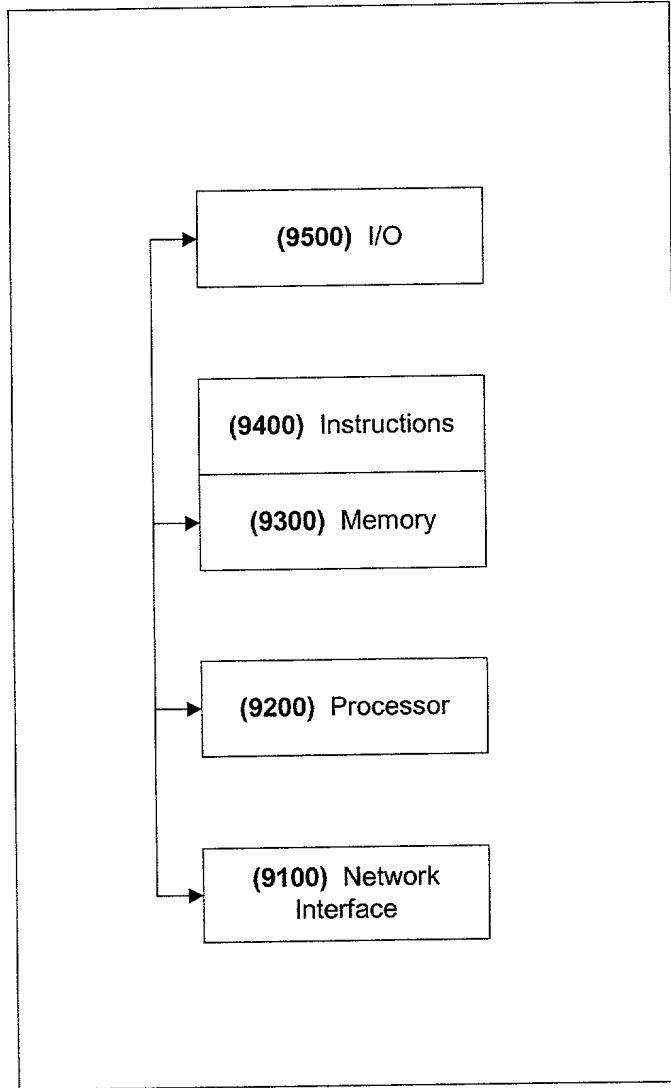
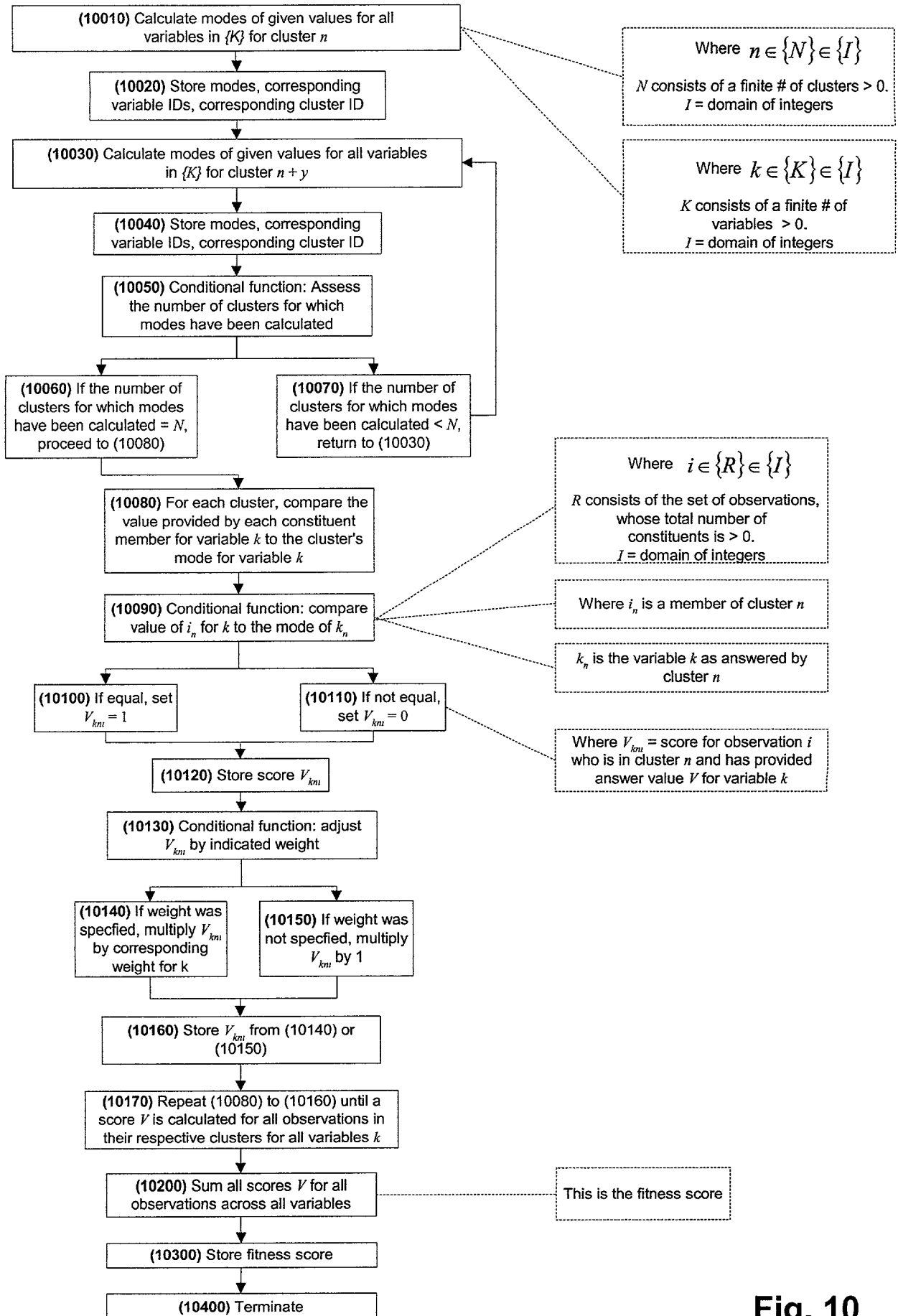


FIG. 9

Fig. 9

Method 10 - Fitness Score Calculation

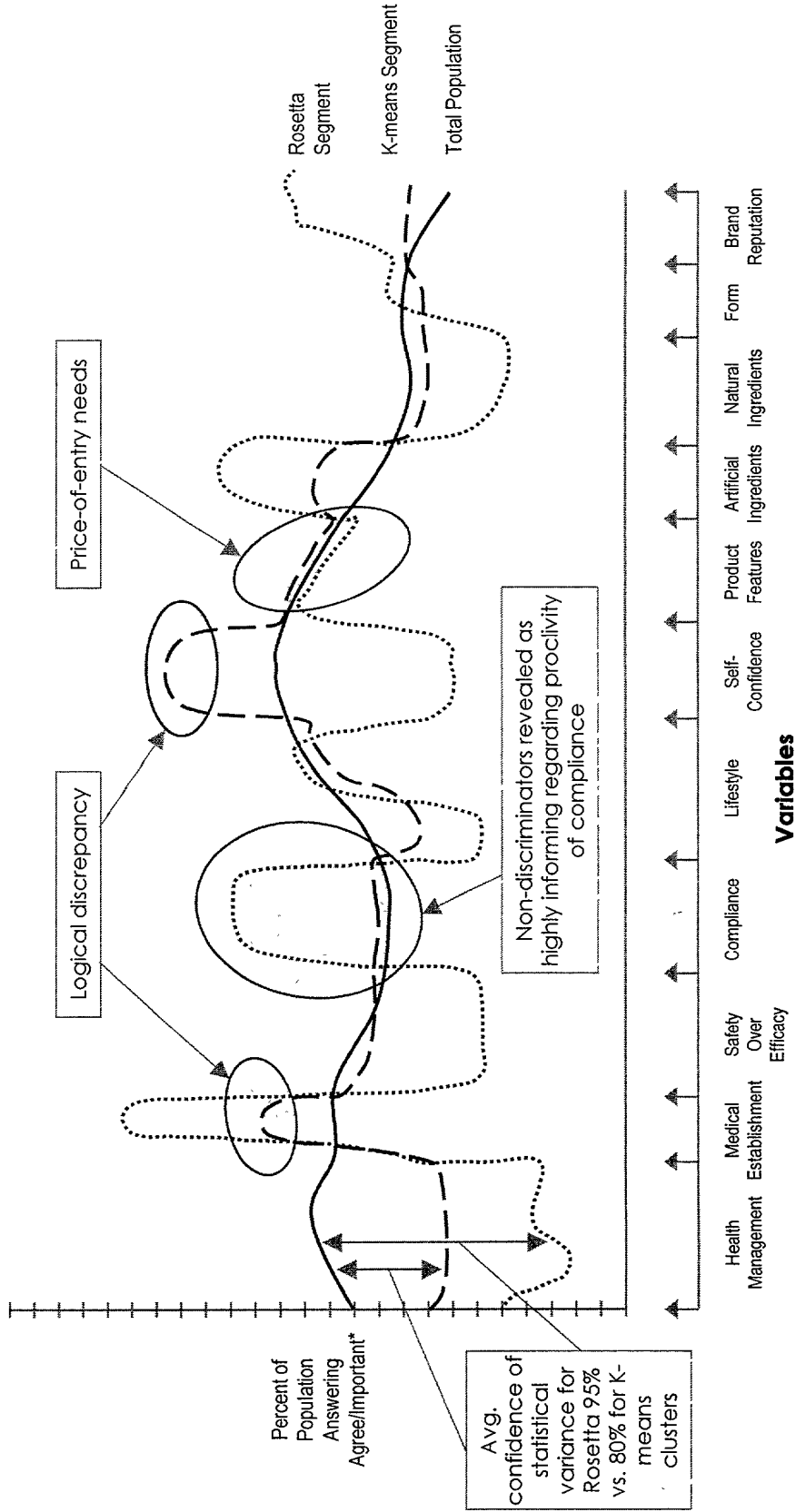


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Fig. 10

Blinded Case Study

FIG. 11



* Responses normalized for similar variables with opposite wording/phrasing.